



# RECORD OF REQUEST FOR POLITICAL BROADCAST TIME

Broadcast Time Period Requested: 10/10/16-10/17/16

1. Name and title of person making request: Julie Keane

2. Advertising Agency, if any: Targeted Platform Media

3. (a) Name and Address of Organization paying for time: SEIU Cope

(b) Name and Address of Organization Furnishing Announcement/Program, if different from above: \_\_\_\_\_

4. Broadcast to favor candidacy of: \_\_\_\_\_

5. Public office that candidate is seeking: Non Candidate

6. Political Party to which candidate belongs: \_\_\_\_\_

7. Date of request: 9/30/16

8. Nature of request

(a) Request to purchase announcement(s) and/or program(s)

(b) Request for broadcast time at no cost to candidate or supporters

(c) Other request (give details, e.g., broadcast times, dates, length, reason for request, etc.)

9. Disposition made of request (Attach explanatory statement necessary, attach contract)

(a) Granted (Give dates, times, length)

(b) Denied (Give reason)

(c) Withdrawn (Give reason)

(d) Availabilities offered (Give dates, time, length)

10. Subsequent Developments, if any (Give details, attach explanatory statement, if necessary, of preemption, rescheduling, makegoods, etc.)

11. Amount of Charges:

\$ 2,150 (Gross) \$ 1827.50 (Net)

Contract# 71092

Name of employee completing this form / date

Mika Valteau 9/30/16

**Station:**

WGEN!

**Order Type:**

Normal

**Cancel Date:**

<b>Flight Start:</b>	10/11/2016
<b>Flight End:</b>	10/17/2016
<b>History:</b>	

**Hiatus:**

Received in ePort:

9/29/2016 7:00:59 PM

**Airtime Dollars: \$2,150.00**

## Primary Demo-

7

**Local/National:**

National

## Interactive Dollars:

\$0.00

## Demo 2:

Rep Officer:

MundoMAX National Television

**Total Dollars:**

\$2,150.00

### Demo 3:

AF-

Malicious Canada

1  
2  
3  
4  
5

GRP: 0.00

**Phone:**

100

**CPP:** \$0.00

OrderID:

5441795

GIMP: 0

**Status:**

## Forwarded

**Comments:** Separation: 30

**MarketShare:**

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/11	Total				
							Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 12P-1P AVG. ALL WKS	DT	\$150.00	C	30	2	2				
2	Sa 7P-8P 100 LATINS DJRN	PA	\$500.00	C	30	1	1				
3	TuWThFM 10:30P-11P MOST SHOCKING	LF	\$350.00	C	30	2	2				
4	TuWThFM 11P-12A LABERNT-ALICIA	LF	\$200.00	C	30	2	2				
5	Su 11P-12A CINE MUNDOMAX	LF	\$250.00	C	30	1	1				
Total Spots: 8											
Cash\$ - Spots: \$2,150.00 - 8    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$2,150.00    Total GRP - CPP: 0.0 - \$0.00    Total GIMP(000) - CPM: 0 - \$0.00											

## CONTRACT



**WGEN**  
**1800 NW 94th Avenue**  
**Miami, FL 33172**  
**(212) 822-7015**

And:

**Targeted Platform Media**  
**Attention: Julie Keane**  
**1291 Hollywood Dr.**  
**Annapolis, MD 21403**

<u>Contract / Revision</u> 7692 /		<u>Alt Order #</u> WOC10481142
<u>Product</u> Issue		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 5099
<u>Advertiser</u> SEIU COPE		<u>Original Date / Revision</u> 09/30/16 / 09/30/16
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGEN	<u>Account Executive</u> Melissa Senande	<u>Sales Office</u> New York
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 831	<u>Product Code</u> 841
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WGEN	10/11/16	10/17/16	AVG. ALL WKS	12:00 PM-1:00 PM		:30				NM	2	\$300.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/11/16	10/17/16	MTWTF--				2	\$150.00	0.00			
N 2	WGEN	10/11/16	10/15/16	100 LATNS DJRN	7:00 PM-8:00 PM		:30				NM	1	\$500.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S-				1	\$500.00	0.00			
N 3	WGEN	10/11/16	10/17/16	MOST SHOCKING	10:30 PM-11:00 PM		:30				NM	2	\$700.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/11/16	10/17/16	MTWTF--				2	\$350.00	0.00			
N 4	WGEN	10/11/16	10/17/16	LABERNT-ALICIA	11:00 PM-12:00 AM		:30				NM	2	\$400.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/11/16	10/17/16	MTWTF--				2	\$200.00	0.00			
N 5	WGEN	10/11/16	10/16/16	CINE MUNDOMAX	11:00 PM-12:00 AM		:30				NM	1	\$250.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S				1	\$250.00	0.00			
<b>Totals</b>										0.00		8	\$2,150.00

Time Period	# of Spots	Gross Amount	Net Amount
10/10/16 - 10/16/16	5	\$1,450.00	\$1,232.50
10/17/16 - 10/23/16	3	\$700.00	\$595.00
<b>Totals</b>	8	\$2,150.00	\$1,827.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WGEN-TV , WDLR-CD / Miami, FL	<b>Date:</b> 9/29/16
---	-------------------------

I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

SEIU Cope
-----------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: SEIU Cope

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: SEIU Cope  
General Election: November 8th, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

SEIU Cope	1800 Massachusetts Ave. NW Washington, DC 20036
-----------	--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Gerry Hudson  
Contact: Norm Greene

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

September 29th, 2016

Date

*How D. Iell*

Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*Carlos M Sterling*

Signature

Carlos M Sterling

Printed Name

GM

Title